

Toilet Care in Portugal

Market Direction | 2025-02-06 | 17 pages | Euromonitor

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Report description:

Toilet care registered some volume decline in Portugal in 2024, primarily due to category maturity. However, in-the-bowl (ITB) rim blocks have enjoyed significant growth over the review period and remain popular among Portuguese consumers. In response to this, manufacturers continuously launch new fragrances and engage in strong promotional and discounting activity in order to compete effectively with private labels. This enabled toilet care to enjoy moderate current value growth in 2024.

Euromonitor International's Toilet Care in Portugal market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Toilet Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Liquid bathroom cleaners remain affected by the popularity of rim blocks

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Increasing emphasis on sustainability expected

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